

## Switzerland overtakes Germany as Europe's biggest drug delivery innovator

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### Innovation in drug delivery accelerating according to new Pharmapack Europe research



As predicted by the 'European drug delivery and packaging' report earlier this year, new data shows innovation in drug delivery is accelerating across Europe – with provisional findings from the *Pharmapack Innovation Index (2020)* showing that Switzerland has over taken Germany as Europe's most innovative drug delivery market.

Ahead of [Pharmapack Europe 2020](#) – the European event dedicated to drug packaging and delivery systems –, this research points to a continued acceleration of new device innovation and packaging solutions entering the market. All six major European markets (Switzerland, Germany, UK, France, Italy and Spain) saw increases in 'innovation potential' according to industry executives – notably closing on the United States as the world leader. On average innovation potential has increased by 4% year-on-year, with the United Kingdom (5%) and Switzerland (10%) showing the biggest overall gains.

*"It's been a remarkable few years in terms of FDA approvals, but what we are now seeing is that this pipeline of new drugs has helped drive increased innovation in packaging and drug delivery devices. In fact, we are witnessing this trend first-hand at Pharmapack with many smaller and nimble companies bringing forward novel delivery systems and advanced packaging solutions, and we now have the data to back it up."* commented Silvia Forroova, brand director at Informa Markets.

The event has become integral to the industry in Europe, with a new innovations community centered around its Pharmapack Awards and the Start-up Hub – both of which have grown in prominence as a more diverse range of companies bring advanced innovations to patients. In total, more than 400 exhibitors from 31 countries will be present, running alongside over 40 high level conference presentations, welcoming 5,500 attendees.

Entries for the 2020 [Pharmapack Awards](#) are now open across both the 'Exhibitor Innovation' and 'Health Products' categories with a closing date in late November 2019. The Start-up Hub also returns providing young start-up companies the benefit of valuable networking and learning opportunities at a low-cost price.

*"Showcasing many diverse breakthroughs in the market, we are also running the **start-up pitches** so that we can bring together early stage innovators with major pharma and drug delivery companies. It's a free to apply for 'dragon's den' style opportunity for early stage innovators to get in front of potential partners and investors"* added Ms. Forroova.

With new delivery devices proliferating and a changing drugs pipeline for low volume products, Pharmapack is also

introducing the 'Machines at Work' area to help bring attendees together with the new machines and packaging solutions to aid commercializing the next generation of products.

*"In the last few years undoubtedly Pharmapack has seen an increase in innovators – both big and small. From new patient-centric technologies, more sustainable packaging and, of course, connected devices all offering new opportunities it's a golden era and never has the pace of innovation been so great. As a result, attendees now visit Pharmapack specifically with the expectation to see the latest packaging, machinery and drug delivery device solutions. What we expect is that this trend will continue to be mirrored by our Pharmapack Innovation Index as the industry is shifting, with Europe increasingly seen as a primary source of innovation"* concludes Forroova.

Pharmapack Europe will return with its 22<sup>nd</sup> edition in 2020 and will be held from 5<sup>th</sup>-6<sup>th</sup> February 2020 in the Paris Expo, Porte de Versailles. The event is widely recognized as a hub for innovation, providing vital networking, in-depth insights and a high quality exhibition for international drug delivery device and packaging executives.